

Media Placement Technologies 500 North Washington Street Suite 303 Alexandria, VA 22314

Contract	#	327443

Schedule Dates 10/02/12-10/08/12 Advertiser Pol/R McKenna/R/Governor (16706) Agency

Media Placement Technologies (4260) Political - Federal Candidate (1067)

Brand Political Candidate (18969) Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC **Buyer Name** MEADE, NICOLE Phone/Fax

Product

Billing Type

Date:

CPE **Account Types** National/Political

Comments MCKENNA FOR GOVERNOR ROB MCKENNA FOR GOVERNOR,

Standard

Date Entered 08/16/12 Last Modified 09/18/12 **Entered By** Dana Dixon

CO-OP No 06282334 Headline #

Demo

Order Type Normal

Package Deal Commission % 15.00

\$11,549.25 **Net Total** \$65,445.75

Date:

Comments:

Sales Tax

Commission

Seattle (KIRO) By Broadcast Month Spots Rate Oct. 2012 84 \$76,995.00 Grand Total: \$76,995.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	e Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	4:27A- 4:59A (PST)			1	1	1	1 1	j	4	\$110.00	\$440.00	Seattle (KIRO)	430AM NEWS	8/16/12
2.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	4:27A- 4:59A (PST)		1						1	\$110.00	\$110.00	Seattle (KIRO)	430AM NEWS	8/16/12
3.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	4:57A- 5:59A (PST)			1	1	1	1 1	j	4	\$200.00	\$800.00	Seattle (KIRO)	5AM NEWS	8/16/12
4.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	4:57A- 5:59A (PST)		1		i I			j	1	\$200.00	\$200.00	Seattle (KIRO)	5AM NEWS	8/16/12
5.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5:58A- 7A (PST)			1	1	1	1 1	j	4	\$325.00	\$1,300.00	Seattle (KIRO)	6AM NEWS	8/16/12
6.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:58A- 7A (PST)		1		l l	1		j	1	\$325.00	\$325.00	Seattle (KIRO)	6AM NEWS	8/16/12
7.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	7A- 9A (PST)			2	2	2	2	j	8	\$150.00	\$1,200.00	Seattle (KIRO)	THIS MORN	8/16/12
8.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	7A- 9A (PST)		2		l J		1 1	1	2	\$150.00	\$300.00	Seattle (KIRO)	THIS MORN	8/16/12
9.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	6:57A- 8:30A (PST)		1		İ	ĺ	i i	1	1	\$145.00	\$145.00	Seattle (KIRO)	SAT 7AM NEWS	8/16/12
10.0	Normal Line / Spot	10/02/12-10/05/12	2	:30	9:58A- PRICE IS RIGHT			1	1	1	1	İ	4	\$935.00	\$3,740.00	Seattle (KIRO)	PRICE IS RIGHT	8/16/12
11.0	Normal Line / Spot	10/08/12-10/08/12	2	:30	9:58A- PRICE IS RIGHT		1		l I		1 1	1	1	\$935.00	\$935.00	Seattle (KIRO)	PRICE IS RIGHT	8/16/12
12.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	12P- 12:30P (PST)			1	1	1	1	j	4	\$260.00	\$1,040.00	Seattle (KIRO)	NOON NEWS	8/16/12
13.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	12P- 12:30P (PST)		1		Ī	Ī	1 1		1	\$260.00	\$260.00	Seattle (KIRO)	NOON NEWS	8/16/12
14.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	3:58P- 5P (PST)			1	1	1	1 1		4	\$350.00	\$1,400.00	Seattle (KIRO)	JUDGE JUDY	8/16/12

CONFIRMATION CONTRACT

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Accepted-Station:



Media Placement Technologies 500 North Washington Street Suite 303 Alexandria, VA 22314

Contract #
Schedule Dates
Advertiser
Agency
Product

Schedule Dates 10/02/12-10/08/12 Advertiser Pol/R McKenna/R/Governor (16706) Agency Media Placement Technologies (4260) roduct Political - Federal Candidate (1067) Brand Political Candidate (18969)

327443

Salesperson Telerep/Washington DC, Washington DC (1040) Sales Office Telerep/Washington DC

MEADE, NICOLE **Buyer Name** Phone/Fax CPE N/A

Date:

Account Types National/Political **Billing Type** Standard

Comments MCKENNA FOR GOVERNOR ROB MCKENNA FOR GOVERNOR, **Date Entered** 08/16/12 **Last Modified** 09/18/12 **Entered By**

Dana Dixon No

06282334 Headline #

Demo

CO-OP

Order Type Normal Package Deal

Date:

Comments:

Commission % 15.00 Commission

\$11,549.25 **Net Total** \$65,445.75

Sales Tax

Seattle (KIRO) By Broadcast Month **Spots** Rate Oct. 2012 84 \$76,995.00 Grand Total: 84 \$76,995.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	e Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	3:58P- 5P (PST)		1						1	\$350.00	\$350.00	Seattle (KIRO)	JUDGE JUDY	8/16/12
16.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5P- 5:30P (PST)			1	1	1	1		4	\$550.00	\$2,200.00	Seattle (KIRO)	5PM NEWS	8/16/12
17.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5P- 5:30P (PST)		1						1	\$550.00	\$550.00	Seattle (KIRO)	5PM NEWS	8/16/12
18.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5:30P- 6P (PST)			1	1	1	1		4	\$500.00	\$2,000.00	Seattle (KIRO)	530PM NEWS	8/16/12
19.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:30P- 6P (PST)		1						1	\$500.00	\$500.00	Seattle (KIRO)	530PM NEWS	8/16/12
20.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	6P- 6:30P (PST)			1	1	1	1		3	\$500.00	\$1,500.00	Seattle (KIRO)	6PM NEWS	8/16/12
20.0.1	Closed Preempt	10/03/12														Seattle (KIRO)	Program Change/Exception	
21.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	6P- 6:30P (PST)		1						1	\$500.00	\$500.00	Seattle (KIRO)	6PM NEWS	8/16/12
22.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	5P- 5:30P (PST)							1	1	\$400.00	\$400.00	Seattle (KIRO)	SAT 5PM NEWS	8/16/12
23.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	5:30P- 6P (PST)							1	1	\$400.00	\$400.00	Seattle (KIRO)	SAT 530PM NEWS	8/16/12
24.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	6:58P- ENTERTAINMENT TONIGHT			1	1	1	1		3	\$475.00	\$1,425.00	Seattle (KIRO)	ENTERTAINMENT	8/16/12
24.0.1	Closed Preempt	10/03/12														Seattle (KIRO)	Program Change/Exception	

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Accepted-Station:



Media Placement Technologies 500 North Washington Street Suite 303 Alexandria, VA 22314

Contract #	327443
Schedule Dates	10/02/12-10/0
Advertiser	Pol/R McKenna
Agency	Media Placeme
Product	Political - Fode

10/02/12-10/08/12 Pol/R McKenna/R/Governor (16706) Media Placement Technologies (4260)

Media Placement Technologies (4260)
Political - Federal Candidate (1067)

Political Candidate (18969)
Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC

Buyer Name MEADE,NICOLE

Phone/Fax /
CPE N/A

Brand

Salesperson

Comments

Date:

Account Types National/Political
Billing Type Standard

MCKENNA FOR GOVERNOR ROB MCKENNA FOR GOVERNOR, **Date Entered** 08/16/12 **Last Modified** 09/18/12

09/18/12 Dana Dixon

CO-OP No **Headline #** 06282334

Demo

Entered By

Order Type Normal

Package Deal
Commission % 15.00

Date:

Comments:

 Commission
 \$11,549.25

 Net Total
 \$65,445.75

Sales Tax

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th f	r Sa	a Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	6:58P- ENTERTAINMENT TONIGHT		1						1	\$475.00	\$475.00	Seattle (KIRO)	ENTERTAINMENT	8/16/12
27.0	Normal Line / Prime	10/02/12-10/02/12	3	:30	7:57P- NCIS			1					1	\$5,900.00	\$5,900.00	Seattle (KIRO)	NCIS	8/16/12
28.0	Normal Line / Prime	10/02/12-10/02/12	3	:30	9P- NCIS: LOS ANGELES			1					1	\$5,600.00	\$5,600.00	Seattle (KIRO)	NCIS:LA	8/16/12
29.0	Revised Line / Prime	10/02/12-10/02/12	3	:30	10P- VEGAS			1								Seattle (KIRO)		8/16/12
29.1	Revised Line / Prime	10/02/12-10/02/12	5	:30	10P- VEGAS			1								Seattle (KIRO)		8/27/12
29.2	Normal Line / Prime	10/02/12-10/02/12	3	:30	10P- VEGAS			1					1	\$4,000.00	\$4,000.00	Seattle (KIRO)		9/17/12
31.0	Normal Line / Prime	10/04/12-10/04/12	3	:30	9P- PERSON OF INTEREST					1			1	\$4,000.00	\$4,000.00	Seattle (KIRO)	PERSON OF INTEREST	8/16/12
32.0	Normal Line / Prime	10/04/12-10/04/12	3	:30	10P- ELEMENTARY					1			1	\$4,700.00	\$4,700.00	Seattle (KIRO)		8/16/12
33.0	Normal Line / Prime	10/05/12-10/05/12	3	:30	9P- MADE IN JERSEY						1		1	\$2,500.00	\$2,500.00	Seattle (KIRO)		8/16/12
34.0	Normal Line / Prime	10/05/12-10/05/12	3	:30	10P- BLUE BLOODS						1		1	\$2,500.00	\$2,500.00	Seattle (KIRO)	BLUE BLOODS	8/16/12
35.0	Normal Line / Prime	10/07/12-10/07/12	4	:30	6:57P- 60 MINUTES							1	1	\$3,400.00	\$3,400.00	Seattle (KIRO)	60 MIN	8/16/12
36.0	Normal Line / Prime	10/07/12-10/07/12	4	:30	9P- THE GOOD WIFE							1	1	\$3,900.00	\$3,900.00	Seattle (KIRO)	GOOD WIFE	8/16/12
38.0	Normal Line / Spot	10/02/12-10/05/12	2	:30	11P- 11:35P (PST)			1	1	1	1		4	\$1,500.00	\$6,000.00	Seattle (KIRO)	11PM NEWS	8/16/12

CONFIRMATION CONTRACT

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Accepted-Station:

Med 500 Suite	ia Placement Technologies North Washington Street e 303 andria, VA 22314	d Avenue	Sch Add Agg Pro Bra Sal Sal Buy Pho CPI	esperson es Office yer Name one/Fax	327443 10/02/12-10/08 Pol/R McKenna, Media Placemen Political - Feder Political Candid. Telerep/Washir MEADE,NICOLE / N/A National/Politica Standard MCKENNA FOR GROB MCKENNA FOR	r/R/Gornt Tecoral Carrate (1: agton Ington Ing	chnolo ndida 8969 DC, V DC	ogies te (10) Washii	, (4260)67)		040)	Date Ent Last Mod Entered CO-OP Headline Demo Order Ty Package Commiss Commiss Net Tota Sales Ta:	lified By # pe Deal sion %	No 06282 Norm 15.00 \$11,5	/12 Dixon 2334		Seattle (KIRO) By Broadcast Month Oct. 2012 Grand Total:	<u>Spots</u> 84 84	\$76,995.00 \$76,995.00
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu '	We Ti	h Fr	Sa Su	Spots	Rate		Total		Station	Comment	s Entere
	Line Type / Break Type (Ref #) Normal Line / Spot	Dates 10/08/12-10/08/12	Sec 2		Run Times 1:35P (PST)	SPW	Mo 1	Tu	We Th	h Fr	Sa Su	Spots 1	Rate \$1,500.	.00		Seattle (KI		Comment 1PM NEWS	5 Entere 8/16/12
39.0	,, , , , , ,		_	:30 11P- 1		SPW		Tu '	We Ti	h Fr	Sa Su	Spots 1 2		_	\$1,500.00	Seattle (KI Seattle (KI	RO) 1		8/16/12
39.0 40.0	Normal Line / Spot	10/08/12-10/08/12	2	:30 11P- 1 :30 11P- 1 :30 11:35F	1:35P (PST)	SPW				h Fr		Spots 1 2 4	\$1,500	.00	\$1,500.00 \$3,000.00		RO) 1	1PM NEWS	8/16/12 8/16/12
39.0 40.0 41.0	Normal Line / Spot Normal Line / Spot	10/08/12-10/08/12 10/06/12-10/07/12	2	:30 11P- 1 :30 11P- 1 :30 11:35F DAVID :30 11:35F	1:35P (PST) 1:35P (PST) P- LATE SHOW WITH	SPW						Spots	\$1,500 \$1,500	.00	\$1,500.00 \$3,000.00 \$1,200.00	Seattle (KI	RO) 1 RO) W RO) D	1PM NEWS /KND 11PM NEWS	8/16/12 8/16/12 8/16/12
39.0 40.0 41.0 42.0	Normal Line / Spot Normal Line / Spot Normal Line / Spot	10/08/12-10/08/12 10/06/12-10/07/12 10/02/12-10/05/12	2 2 5	:30 11P- 1 :30 11P- 1 :30 11:35F DAVID :30 11:35F DAVID	1:35P (PST) 1:35P (PST) 2- LATE SHOW WITH LETTERMAN 2- LATE SHOW WITH LETTERMAN 2- COLLEGE	SPW	1					Spots	\$1,500 \$1,500 \$300	.00	\$1,500.00 \$3,000.00 \$1,200.00 \$300.00	Seattle (KI Seattle (KI	RO) 1 RO) W RO) D	1PM NEWS /KND 11PM NEWS LETTERMAN	8/16/12 8/16/12 8/16/12
39.0 40.0 41.0 42.0 43.0	Normal Line / Spot Normal Line / Spot Normal Line / Spot Normal Line / Spot	10/08/12-10/08/12 10/06/12-10/07/12 10/02/12-10/05/12 10/08/12-10/08/12	2 2 5	:30 11P- 1 :30 11P- 1 :30 11P- 1 :30 11:35F DAVID :30 11:35F DAVID :30 12:30F FOOTE	1:35P (PST) 1:35P (PST) 2- LATE SHOW WITH LETTERMAN 2- LATE SHOW WITH LETTERMAN 2- COLLEGE	SPW	1				1 1	Spots	\$1,500 \$1,500 \$300 \$300	.00	\$1,500.00 \$3,000.00 \$1,200.00 \$300.00	Seattle (KI Seattle (KI Seattle (KI	RO) 1 RO) W RO) D RO) D	1PM NEWS /KND 11PM NEWS LETTERMAN	8/16/12

CONFIRMATION CONTRACT

Date:

Comments:

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